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ABC/NY's mission is to develop more creative partnerships between the arts and business communities in New York, enhancing the business skills of the arts sector and the creative engagement of the business sector. ABC/NY provides programming in volunteer and leadership development, and builds and celebrates the arts' role in New York's economic revitalization.

Positive Trends in Arts and Culture Funding—At Least on the Surface

On the heels of the Giving USA finding that arts and culture was America's fastest-growing philanthropic cause in 2012, Americans for the Arts (AFTA) has reported an uptick in business support for the sector. The latest edition of Giving USA cites an estimated 7.8 percent increase in arts and culture funding to \$14.44 billion in 2012, compared with 2011. This exceeds the pre-recession peak of \$13.7 billion in 2007 (not adjusting for inflation). AFTA's [BCA National Survey of Business Support for the Arts](#) reports an increase of 18 percent in business giving to the cultural sector from 2009 to 2012, after downward trends in 2006 and 2009.



The BCA Report 2013 is based on a survey of 600 businesses, ranging in size from less than \$1 million to more than \$50 million. While the recent resurgence in arts funding by

businesses was led by the largest companies, more than 80 percent of contributions reported came from small and mid-sized businesses.

So things are clearly looking up in the world of nonprofit arts and culture, right? [Read more of this article by Eileen Cunniffe of the Arts & Business Council of Philadelphia...](#)

Arts-Business Partnership Spotlight

Finding creative ways to partner with businesses can enrich an arts organization while benefiting both parties. A great example of [an innovative partnership](#) is the one between [Plant Specialists](#) and [Socrates Sculpture Park](#). Plant Specialists is a company that comprises horticulturalists, landscape architects, and designers who create and improve gardens throughout the tri-state area. Socrates Sculpture Park is a site that provides artists with opportunities to create and exhibit large-scale sculpture and multi-media installations in the public realm. The park's free public programs include performances of theater, music, opera, and dance; outdoor cinema screenings; and efforts to encourage healthy living, such as greenmarkets and fitness classes.



The Community Works Initiative Program at Socrates Sculpture Park

Both located in Long Island City, Queens, Plant Specialists and Socrates Sculpture Park have sustained a 25 year-long partnership. In their own way, each is dedicated to serving their community and to transforming and activating spaces. Based on this shared interest they developed a mutually beneficial partnership: together, they developed a Community Works Initiative program through which professionals from Plant Specialists provide job training in landscaping and horticulture to residents of nearby Astoria Houses, one of the largest public housing complexes in the country. Plant Specialists provides a dedicated, seasonal gardener who works in Socrates Sculpture Park, and also provides in-kind services, such as landscaping and garden maintenance. Nearly all of the hundreds of trees, plants, and shrubbery throughout Socrates Sculpture Park has been donated by Plant Specialists.

This partnership helps Plant Specialists showcase their work, enhance their brand, and reach potential customers, and it provides another significant benefit: a trained, skilled workforce from which they can and do hire new employees from the surrounding community.

Congratulations to Plant Specialists and Socrates Sculpture Park on this great arts-business partnership!

Do you have or know of an arts/business partnership you'd like us feature, locally and/or nationally? [Send us your stories!](#)

BVA Spotlight

ABC/NY's Business Volunteers for the Arts® program matches pro bono consultants from the business community with arts organizations who can utilize their talents and provide

them with a rewarding volunteer experience. Our latest success story is the match between Rosie's Theater Kids and BVA Eleanore Hopper.

[Rosie's Theater Kids](#) (RTK) is an arts education organization dedicated to enriching the lives of children through the arts. They serve students who otherwise would not have the opportunity to experience theater, positively changing the trajectory of their lives by providing comprehensive classes in music, dance and drama; thoughtful mentoring; and structured academic guidance. Eleanore Hopper came to ABC/NY wanting to apply her experience in public relations, communications, publishing, marketing, and creative direction.

Thanks to the efforts of a board member, RTK had been offered the opportunity to place a free ad in various Condé Nast publications. However, they needed some assistance to design and create the ad. Working with RTK staff, Eleanore helped select images and text that best present the organization to audiences who may be unfamiliar with the organization. The resulting full-page ad will be circulated throughout December in *Architectural Digest*, *The New Yorker*, *Vanity Fair*, *Condé Nast Traveler*, *Bon Appetit*, and *Self*.



Do you want to use your skills to help an arts organization? Are you a nonprofit arts organization that could utilize individual or team volunteers from the business community? [Fill out an application for BVA](#) today!

This program is supported, in part, by public funds from the New York City Department of Cultural Affairs, in partnership with the City Council, and by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.

Building Bridges with Businesses Workshop

Is your organization eager to engage with the business community? We're here to help! Join us for a discussion with nonprofit arts leaders who are already forging creative partnerships with businesses large and small. The panel will discuss how their organizations have uniquely collaborated with the business community and utilized the sector's resources. Takeaways will include how to engage local businesses as program partners, activate employees in volunteer and mentor roles, create an organizational pipeline of young executives and entrepreneurs, and evolving funders into board members.



Panelists:

- Elena Ryabova, director for domestic programs, Battery Dance Company

- Lindsay Miserandino, general manager, Rosie's Theater Kids
- Dan Nuxoll, program director, Rooftop Films

[Battery Dance Company](#) aims to connect the world through dance; performing, teaching, presenting, and advocating for the medium. The organization has partnered with local and international companies that provide support in the form of funders, volunteers, board members, and patrons. They have turned funders into board members and engage their funders internationally as the company travels.

[Rosie's Theater Kids](#) is an arts education organization dedicated to enriching the lives of children through the arts, serving students who lack access to arts education. The organization hosts volunteer programs for large corporations, cultivates young executives in junior council and junior board roles, partners with local businesses for galas and programs, and hosts business professionals as mentors.

[Rooftop Films](#) aims to engage and inspire diverse communities by screening films through New York City. The organization produces movies, teaches filmmaking to youth, and rents low-cost equipment to the arts community. They are best known for their summer series film screenings. The organization partners regularly with local businesses throughout New York City to garner support for screening events, and forges partnerships with large corporations to bolster grant making initiatives.

Wednesday, October 30, 2013
10:00 - 10:30 a.m. Networking
10:30 a.m. - 12:00 p.m. Program

Playwrights Horizons
416 W. 42nd St., 5th Fl., North Room Studio
New York, NY 10036

Registration fee: \$20
Register [here](#).

This program is supported, in part, by public funds from the New York City Department of Cultural Affairs, in partnership with the City Council, and by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.

Success Stories Webinar

Join us on November 21 to learn from some of the companies honored at this year's [BCA 10](#) awards event for their exceptional partnerships with the arts. These companies set the standard of excellence and serve as role models for other businesses to follow. Hear directly from 2013 honorees about *why* they partner with the arts and learn *how* to create successful partnerships with businesses in *your* community.

2013 BCA 10 Case Studies
Thursday, November 21, 2013
3:00 - 4:00 p.m.



FREE to Americans for the Arts members (all ABC/NY memberships have now been transferred to complimentary Americans for the Arts memberships valid through September, 2014). Your valid member email address will automatically direct you to the free registration option.

If you have any questions about your membership status, please contact members@artsandbusiness-ny.org.

\$35.00 for non-members.

Memberships are priced as low as \$50 and include free webinars, access to professional member listservs and member networks, discounts on store purchases and event registrations, access to research and technical assistance, and more. [Join now](#) and save!

[REGISTER](#).

This webinar is presented in partnership with Americans for the Arts. This program is supported, in part, by public funds from the New York City Department of Cultural Affairs, in partnership with the City Council, and by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.

Planning for New York City's Cultural Future

Last month, Council Members [Stephen Levin](#) and [Jimmy Van Bramer](#) introduced legislation to the New York City Council that would require the city to have a cultural plan. Cities nationwide routinely make plans that guide their cultural assets and their connection to economic growth. Levin and Van Bramer's proposal is a giant leap forward for New York, and the candidates currently running for citywide elected offices need to sit up and take note of their efforts and follow their lead.

[Read our op-ed...](#)



Councilmembers Van Bramer and Levin

How to Build Strong Ties with Companies

Getting companies to provide more than money is a daunting task for charities, but some nonprofits have done just that. Among them is the charity DoSomething, which gets support in multiple ways from the American Express Foundation.

Beyond cash grants, American Express employees help DoSomething run a social-action boot camp and provide consulting advice to community groups that participate. American Express also includes the charity in its annual employee-giving program and matches all contributions dollar for dollar.



[Read the transcript](#) of a live online discussion with the chief executives from American Express (Timothy McClimon) and DoSomething (Nancy Lublin) to learn how your nonprofit can make itself more attractive to a corporate partner.

Making the Most of Your E-mail Marketing



Patron Technology recently published an article on [25 Things to Help You Get Ready for the New Season](#). The list included tips such as:

- *Build your email list.*
Email is still hands down the most effective and efficient digital marketing tool out there, and you should be collecting email addresses from as many patrons as possible.
- *Develop meaningful email segments.*
Identify groups within your email list, such as first-time ticket buyers, donors, parents, subscribers.
- *Send relevant emails to targeted groups.*
Email is not for mass mailing — I dream of banishing the word “e-blast.” Email is for targeting segments of patrons with very customized messages that appeal specifically to them.

Great advice! But how can you implement it? One word, three letters: CRM. That stands for Customer Relationship Management, a system that will transform the way you manage your data for email, marketing, fundraising, ticketing, and more. Reports are easy to set up and can be sent to relevant staff on a regular basis, automatically. Even if your data currently exists on a combination of Excel spreadsheets, a stack of business cards, and a couple of napkins with scribbled phone numbers on them, it's easy to transfer your existing data to a CRM system—and transform your email marketing and more. [Find out more about the CRM system we use](#), and feel free to [ask us](#) how this business is helping us serve our arts constituents!

Links We Like

[10 Best Degrees For Finding A Job](#)

Not all college degrees are created equal. Here are the top 10 majors that report the lowest unemployment rates after graduation.

[9 Ways a Theatre Degree Trumps a Business Degree](#)

We love both arts AND business majors! Here's one blogger's list of skills that a theatre degree can provide that will serve you enormously well in business.

[11 Celebrated Artists Who Didn't Quit Their Day Jobs](#)

Not all artists lock themselves away in a garret somewhere to tenderly shepherd their creations into being. Some prefer to punch a clock or run a business, stealing away to jot down a few lines here or a few notes there. *Everyone* has art inside them!



Want More?



Our Facebook page features even more news and amusements about the arts and business communities. You don't need to have an account to [view our page!](#)

You can also follow [ABC/NY on Twitter](#), for even more arts news with a business focus (or, if you prefer, business news with an arts focus!). [@ArtsBizNY](#)

"Less isn't more; just enough is more."
—Milton Glaser

We're looking for just enough support, more or less, to help us continue our work to facilitate and promote creative partnerships between arts and business—[please make a tax-deductible contribution](#) today!

DONATE NOW